



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

CONTRACT

And:

Mentzer Media Services
600 Fairmont Ave
Suite 306
Towson, MD 21286

Contract / Revision 948086 /		Alt Order # 06302661
Product AMER FOR PROSPERITY		
Contract Dates 09/04/12 - 09/10/12		Estimate # 1305
Advertiser Americans for Prosperity Foundation		Original Date / Revision 08/31/12 / 08/31/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Mica Hansen	Sales Office HRP -Washington
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	09/04/12	09/07/12	DR OZ EF	4PM-5PM		1:00			NM	4	\$4,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$1,000.00			
N 2	WLWT	09/04/12	09/07/12	5-530p M-F news	5-530p		1:00			NM	4	\$5,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$1,350.00			
N 3	WLWT	09/04/12	09/07/12	530-6p M-F news	530-6p		1:00			NM	4	\$5,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				4	\$1,350.00			
N 4	WLWT	09/04/12	09/06/12	7-730p	7-730p		1:00			NM	2	\$3,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-T---				2	\$1,600.00			
N 5	WLWT	09/08/12	09/08/12	Sa/Su 6p news	Sa/Su 6p News		1:00			NM	1	\$1,100.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$1,100.00			
N 6	WLWT	09/08/12	09/08/12	Sa10-11p	Sa10-11p		1:00			NM	2	\$4,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----2-				2	\$2,000.00			
N 7	WLWT	09/08/12	09/09/12	Sa/su7-8a news	Sa/su7-8a		1:00			NM	2	\$2,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----SS				2	\$1,200.00			
N 8	WLWT	09/09/12	09/09/12	NBC Sunday Today	Su8-9a		1:00			NM	1	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
948086 /	06302661

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/10/12	AMER FOR PROSPERITY	1305

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans for Prosperity	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$3,000.00			
N 9	WLWT	09/09/12	09/09/12	Sa/Su 6p news	Sa/Su 6p News		1:00			NM	1	\$1,100.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$1,100.00			
N 10	WLWT	09/10/12	09/10/12	DR OZ EF	4PM-5PM		1:00			NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$1,000.00			
N 11	WLWT	09/10/12	09/10/12	5-530p M-F news	5-530p		1:00			NM	1	\$1,350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$1,350.00			
N 12	WLWT	09/10/12	09/10/12	530-6p M-F news	530-6p		1:00			NM	1	\$1,350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$1,350.00			
N 13	WLWT	09/10/12	09/10/12	7-730p	7-730p		1:00			NM	1	\$1,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$1,600.00			
Totals											25	\$34,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	25	\$34,900.00	\$29,665.00
Totals	25	\$34,900.00	\$29,665.00

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>WISN-TV</u>	Date: <u>8/30/12</u>
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total Charges: \$ 34,900 GROSS

This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/17/2012
Date

John Flynn
Signature

703-224-3200
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title